SEP 20 1943

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, *Editor*

6 WEST 52nd STREET NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING SATURDAY, SEPTEMBER 18, 1943

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Sept. 18 10:30 A.M.	1ST FALL MEETING: "CALLING ALL GIRLS" CLUB	THE NAMM STORE, BROOKLYN	452 FULTON STREET GIRLS' DEPT., 2ND FL.
	This is the first Fall showing of girls fashions timed to the October issue of "Calling All Girls" Magazine. At the show, there will be introduced the October Cover Girl, Francine Gallason. The war-time backbone wardrobe for 1943-44 will be introduced. Guests and surprises. The Fashion Press, members and teen-age girls invited. Publicity: Rhoda Friedman, TR. 5-5700.		
Beginning Saturday Sept. 18	SERVICE MEN SUGGEST FASHIONS FOR DURATION	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY
	Traphagen School will offer an exhibit of designs selected from creations by Fira Benenson of Bonwit Teller, which express the answers to a questionnaire, "How Women Should Dress For the Duration," sent to former men students of Traphagen now in the Army and Navy. Open to public from 9:30 A.M. to 9:30 P.M.; Saturdays until 5 P.M. Contact: Dorothy Tyroler, CO. 5-2077.		
Saturday Sept. 18	FREE COURSES IN TEXTILES & CHEMISTRY	U.S. OFFICE OF PRODUCTION, MANHATTAN COLLEGE	WASHINGTON IRVING H.S. ST. JOHN'S COLLEGE
	Free evening courses in Textiles and Chemistry sponsored by U.S. Office of Production through Manhattan College. These courses are designed for war work. Testing and Textile Inspection: Tuesday and Thursday nights for ten weeks at Washington Irving; Basic Chemistry for Industry: twelve weeks at St. John's College. No charge, but high school graduation required. Apply War Training Office, Manhattan College, KI. 6-2800.		
Sunday Sept. 19 3:00 P.M.; 5:30 P.M.	45 YEARS OF THE MOVIES: HISTORY OF AN ART	MUSEUM OF MODERN ART	11 WEST 53RD STREET
	The history of movies will be run as a film cycle grouped as to subject, i.e., crime and detection, drama and melodrama, history and biography, romance, etc. Each subject will be shown for two days and then give way to another. Daily showings at 3:00 P.M. and 5:30 P.M. and Sundays at 1:20, 3:30 and 5:30 P.M. Members and public invited. Admission: 25¢. Publicity: Sarah Newmeyer, CI. 5-8900.		
Now Showing	COLLECTION OF FRENCH STYLE READY-TO-WEAR	DANUTA	TERRACE STUDIO, 18 FL. 515 MADISON AVENUE
	Countess Danuta Zoltowska of Polish origin will show a prestige collection of ready-to-wear including suits, coats, dresses, negligees. These are French type fashions adapted to American war times. They include spectator and dressy clothes and also afternoon suits. Press invited. Contact: Countess Zoltowska, PL. 8-2466.		
Now Showing-Sept. 30	JEEP SHOW	R. H. MACY & CO., INC.	HERALD SQUARE WAR BOND CENTER
	This is an exciting version of Bond promotion. Girls from Macy's Volunteer Corps of Bond sellers will be on hand to sell Bonds as five men from a defense plant in Toledo, Ohio, assemble and disassemble a U. S. Army Jeep. Publicity: Kay Inglis Jones, CH. 4-2000.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Now Showing-Oct. 4 11:00 A.M.-6:00 P.M.	EXHIBIT: LAUTREC AND HIS TIME	NORLYST GALLERY	59 WEST 56TH STREET

An exhibit of Toulouse Lautrec and his time contains a complete set of Lautrec posters with a few examples of other works by Beardsley, Forain, Ensor and others. Contact: CI. 6-7247.

Now Showing-Oct. 31 2:30 P.M.	COLOR MOVIE ABOUT SIKORSKY HELICOPTERS	MUSEUM OF MODERN ART	11 WEST 53RD STREET

This film shows something that we will all be interested in after the war--the poor man's aircraft--the Helicopter--a kodachrome silent picture that runs 15 minutes, shown daily including Saturday and Sunday at 2:30 P.M. The Helicopter rises vertically, requires little skill and handling, stops easily and is undoubtedly the taxi of the future. The film is lent by United Aircraft Corporation, but don't send in your order for a Helicopter until after the war. Publicity: Sarah Newmeyer, CI. 5-8900.

WEEK BEGINNING MONDAY, SEPTEMBER 20, 1943

Monday Sept. 20 9:30 A.M.	FALL SESSION OF FASHION MERCHANDISING COURSE	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET

Mrs. Ethel Hilts will conduct courses in Merchandise Planning and Fashion Merchandising. This is a regular 9-months course beginning Monday, Sept. 20th and ending June 3, 1944. It includes field trips, guest lectures, and once a week, an advertising class with Maxwell F. Marcuse. For further information, contact: Laboratory Institute, CH. 4-5288.

Monday Sept. 20-Oct. 2 11:00 A.M.; 2:30 P.M.	LEARN TO SEW IN SIX EASY LESSONS	ABRAHAM & STRAUS AND McCALL PATTERN CO.	ABRAHAM & STRAUS, B'KLYN 7TH FLOOR, E. BUILDING

A new series of six free Sewing Corps Sessions will be given at the A. & S. store by Lucille Rivers, stylist for McCall Pattern Company. Sessions consist of lectures accompanied by illustrated instruction sheets. Each lesson will be given four times to suit everyone's convenience and lessons last 40 minutes, after which there is a question and answer period. Press and public invited. Publicity: Emily Adamson, TR. 5-7200.

Monday Sept. 20 1:00 P.M. Luncheon	LUNCHEON SHOW: DRAMATIC LINES	THE TAILORED WOMAN (742 FIFTH AVENUE)	ST. REGIS HOTEL ROOF

A preview of what is correct for smart town wear during war time, including an all-around wardrobe--"fashions made effective by the use of true line and fabric--sans ornamentation." Open to public. Luncheons from $1.85. Press by invitation. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.

Sept. 20-Oct. 9	BELMONT FALL RACE MEET	WESTCHESTER RACING ASSOCIATION	BELMONT PARK ELMONT, LONG ISLAND
Tuesday Sept. 21 3:30 P.M.	PRESS PREVIEW: FALL MILLINERY	SAKS 34TH STREET	B'WAY AT 34TH STREET 4TH FLOOR

Feeling that the excellence of their Fall millinery collection rates a Press showing, Saks 34th Street is inviting the Fashion reporters for the first time in several years to view their collection. Press by invitation only. Publicity: Florence Epstein, LA. 4-7000.

Tuesday Sept. 21	N.Y.U. FALL SCHOOL OPENING	N.Y.U. UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE BRANCH

Courses include merchandising, textiles, furs, management and operation, window display, buying and marketing, color and design, salesmanship and advertising. Registration: Room 520, Main Bldg., 32 Waverly Pl., 9 A.M. to 5 P.M.; 6-9 P.M. Further information: Dr. Norris A. Brisco, SP. 7-2000.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 22 12:15 P.M.	MEMBERS MONTHLY LUNCHEON MEETING	THE FASHION GROUP, INC.	MURRAY HILL HOTEL PARK AVE. AT 41ST ST.
	"What's Ahead For The Retailer" is the title of the September Fashion Group Luncheon. The leading address will be delivered by Earl Puckett, President, Allied Stores Corporation. He will discuss the demands and needs of new customers created by the war, new buying habits, new store policies and what shifts in population will mean to the future. In a word, tomorrow's picture in today's retail world. Luncheon, $1.75. Contact: CI. 7-1734.		
Wednesday Sept. 22 1:00 P.M. Luncheon	PREVIEW LUNCHEON: NEW FALL FURS	DEIN-BACHER OF THE WALDORF	WALDORF ASTORIA HOTEL STARLIGHT ROOF
	Dein-Bacher of the Waldorf presents a thrilling new fur collection for Fall and Winter. Open to public. Luncheon, a la carte. Press by invitation only. Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Sept. 22 2:30 P.M.	STREET AND SPORTS FASHION SHOW	SALY MIL OF MILGRIM	6 WEST 57TH STREET SALY MIL SHOP, 4 FL.
	Collection of new Fall clothes to be shown for the Press and public. Publicity: Alice Lookstein, CI. 7-7200.		
Wednesday Sept. 22	106TH ANNIVERSARY FESTIVITIES	JAMES McCREERY	5 WEST 34TH STREET WINDOWS & RESTAURANT
	Each window is devoted to period costumes from 1837 to present day including Civil War, Gay 90's, Flappers and Speakeasy Age. In the Big Top Restaurant, clowns and birthday cake express the Anniversary feeling. Come one, come all. Publicity: Alice Hutton, WI. 7-7000.		
(***SEE BELOW) Thursday Sept. 23 1:00 P.M. Luncheon	FALL FASHION SHOW LUNCHEON	JAY THORPE (24 WEST 57TH ST.)	PLAZA HOTEL PERSIAN ROOM
	Theme, "Clothes Design for Today's Living." Public invited. Luncheon, $2.00. Press by invitation only. Jay Thorpe Publicity: Caroline Haight, CI. 7-4300. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Friday Sept. 24 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FALL FASHIONS	STEIN & BLAINE (15 W. 57TH ST.)	PIERRE HOTEL COTILLION ROOM
	A pre-selected runway collection of newest Fall and Winter fashions to be shown to a smart luncheon public and the Press by invitation. Luncheons from $1.85. Stein & Blaine Publicity: Helen Denson, LE. 2-3488. Fashion Show Publicity: Mary Alice Rice, RE. 4-5900.		
Friday Sept. 24 8:30 P.M.	CLARIFICATION MEETING ON POST-WAR PLANS	NEW YORK TIMES	NEW YORK TIMES HALL 220 WEST 44TH ST.
	A program to preserve the peace of the world once victory is won is being discussed by seven speakers representing different points of view. Speakers include: Anne O'Hare McCormick who is chairman, Ely Culbertson, Senator Ball, Mrs. Ruth Bryan Rhode, Clarence Streit and others. Admission by invitation only. Contact: Mrs. Wales Latham, N.Y. Times, LA. 4-1000.		
Friday Sept. 24	OCTOBER ISSUE: "IT'S FUN TO BE YOUNG" FASHIONS	GLAMOUR MAGAZINE	ON ALL NEWSSTANDS
	Twelve pages of clothes for young girls and little women, supplementing a twenty page Beauty Portfolio. For store tie-ups and release dates contact Peggy Sweet, Merchandise Editor, MO. 4-7500.		

***SEE PAGE 5, ITEM 1 FOR LAST-MINUTE DATE.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Saturday Sept. 25 10:30 A.M.-12:30 P.M.& 2:00-4:00 P.M.	"MISS AMERICA" PERSONAL APPEARANCE	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET GIFT CANTEEN, 4TH FL.E.
	Abraham & Straus will have "Miss America", "America's Newest Pin-Up Girl", sponsored by Vimm's and Tussy, autographing photographs for the purchase of $1 or more of War Stamps and War Bonds. Everyone invited, particularly service men. Publicity: Emily Adamson, TR. 5-7200.		

Beginning Saturday Sept. 25

OFFICIAL FOOTBALL SCHEDULES OF COLLEGE AND SERVICE TEAMS FOR 1943 (EAST)

SEPTEMBER 25
- PENNSYLVANIA-PRINCETON at PHILA.
- YALE-COAST GUARD at NEW HAVEN

OCTOBER 2
- COAST GUARD ACAD.-DARTMOUTH, HANOVER
- COLUMBIA-PRINCETON at BAKER FIELD
- CORNELL-NAVY at BALTIMORE
- PENNSYLVANIA-YALE at PHILADELPHIA

OCTOBER 9
- COLUMBIA-YALE at BAKER FIELD
- CORNELL-PRINCETON at PRINCETON
- PENNSYLVANIA-DARTMOUTH at PHILA.

OCTOBER 16
- COLUMBIA-ARMY at BAKER FIELD
- NAVY-PENN STATE at ANNAPOLIS

OCTOBER 23
- ARMY-YALE at NEW HAVEN
- COLUMBIA-PENNA. at BAKER FIELD

OCTOBER 30
- BROWN-PRINCETON at PRINCETON
- COLUMBIA-CORNELL at ITHACA
- DARTMOUTH-YALE at NEW HAVEN

OCTOBER 30 (Cont'd)
- NAVY-NOTRE DAME at CLEVELAND
- PENNSYLVANIA-ARMY at PHILA.

NOVEMBER 6
- ARMY-NOTRE DAME, YANKEE STADIUM
- BROWN-YALE at NEW HAVEN
- COLUMBIA-DARTMOUTH at HANOVER
- NAVY-PENNSYLVANIA at PHILA.

NOVEMBER 13
- COAST GUARD ACAD.-BROWN at PROVIDENCE
- COLUMBIA-NAVY at BAKER FIELD
- CORNELL-DARTMOUTH at BOSTON
- YALE-PRINCETON at NEW HAVEN

NOVEMBER 20
- BROWN-ARMY at WEST POINT
- COLGATE-COLUMBIA at BAKER FIELD
- DARTMOUTH-PRINCETON at PRINCETON

NOVEMBER 25
- BROWN-COLGATE at PROVIDENCE
- CORNELL-PENNSYLVANIA at PHILA.

NOVEMBER 27
- ARMY-NAVY at WEST POINT

Monday Sept. 27 1:00 P.M. Luncheon	FALL FASHION LUNCHEON	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
	Open to public. Luncheons from $1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		
Tuesday Sept. 28 10:30 A.M.	PRIVATE PRESS PREVIEW: GREEN ROOM FASHIONS	BLOOMINGDALE'S	LEXINGTON AT 59TH ST.
	The Press will have first look at a "sidewalk" fashion show to be presented thereafter to the public for the following ten days daily at 11 A.M. to 2 P.M. and 3 to 5 P.M. Press show, Tues., Sept. 28th at 10:30 A.M. by invitation only. Publicity: Karen Hollis, VO. 5-5900.		
Tuesday Sept. 28 3:00 P.M.	PRESS PREVIEW: FALL FASHION COLLECTION	ZOE DE SALLE	18 EAST 53RD STREET
	Always, unusual custom-made fashions of taste and distinction. Press by invitation only. Contact: Zoe de Salle, PL. 3-0397.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	LAST-MINUTE ANNOUNCEMENT (OUT OF CHRONOLOGICAL ORDER)		
Thursday Sept. 23 11:00 A.M., 2:00 P.M.	MISS AMERICA IN "FASHION BEAUTY, HEALTH" SHOW	R.H. MACY & CO., INC.	WOR MUTUAL THEATRE 254 WEST 52ND STREET
	Climax of Macy's "Miss America" promotion starring Jean Bartel, "Miss America of 1943" in a presentation: "Fashion, Beauty and Health" arranged by Lever Bros. Co., makers of Vimm's with the cooperation of the Butterick Co. and Lehn & Fink, makers of Tussy Cosmetics, will take place on Thurs., Sept. 23rd at the WOR Mutual Theatre. The pageant will prove that style, attractiveness and health are all essential to good grooming in a woman. 16 complete Butterick costumes--dresses, suits and coats will be shown constituting a "duration" wardrobe. Tickets obtainable through purchase of War Bonds. Later in day, Macy's will hold War Bond rally on Main Floor where "Miss America" will give War Bond purchasers autographed pictures of herself. Publicity: Miss Raices, CH. 4-2000.		
Wednesday Sept. 29 10:00 A.M. (Postoned from 9/22)	PRESS SHOWING: NEW ORIGINAL HATS	BRAAGAARD	SALON 17 WEST 57TH STREET
	A small distinguished collection of originals by Braagaard, just returned from the Army. Preview, by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.		
Thursday Sept. 30-May 27, 1944 7:40-9:20 P.M.	EVENING COURSES IN RETAILING	COLUMBIA UNIVERSITY & UPTOWN RETAIL GUILD	COLUMBIA U. SCHOOL OF BUSINESS, ROOM 611
	Of special interest to fashion people, John B. Swinney's course in the Retailing of Fashion Merchandise, "Marketing e13," beginning October 4th through January 24th, 1944, a course intended for those already engaged in the merchandising of ready-to-wear. Executives from Uptown Retail Guild Stores will attend many classes and take part in discussions. Enrollment at office of Registrar, University Hall. For costs and further details, consult the announcement of University Extension, available on application to Director, University Extension, 561 W. 116th St., N.Y.C., UN. 4-3200.		
Thursday Sept. 30	INVENTORY DATE OF RATIONED SHOES	RETAILERS, JOBBERS, SHOE MANUFACTURERS	TO BE REPORTED TO OPA INVENTORY UNIT, EMPIRE STATE BLDG., N.Y.C.
	October 10th is the last day for filing the six-month OPA inventory taken on Sept. 30th to furnish further information to the government on how long the shoe ration periods should be.		
Monday Oct. 4 1:00 P.M. Luncheon	FALL FASHION SHOWING	CHEZ ROSETTE (10 E. 56TH ST.)	ST. REGIS HOTEL ROOF
	Mrs. Pleasants Pennington, owner of Chez Rosette, will as usual M.C. her own Fall fashion show. Open to public. Luncheons from $1.85. Press by invitation. Chez Rosette Publicity: Mrs. Pleasants Pennington, PL. 8-2460. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Oct. 4 3:00 P.M.	LECTURE: AMERICAN FURNITURE TRADITION	BLOOMINGDALE'S	LEXINGTON AT 59TH ST. CONNOISSEURS' CORNER
	This is the first of a series of lectures demonstrated by pictures in a new three-dimensional color photographic process. The history of American taste in furnishings is traced through photographs of miniature rooms from the Art Institute in Chicago. These lectures will be held twice daily, starting Oct. 5th-9th at 11 A.M. and 3 P.M. Publ.: Karen Hollis, VO. 5-5900.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 5 1:00 P.M. Luncheon	FALL OPENING: LUNCHEON FASHION SHOW SERIES	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Walter Florell, Milliner, will open the season of gala Tuesday Luncheon Fashion Shows in Oval Room of Ritz, with a presentation of exciting Fall hats. Open to public. Luncheon, a la carte. Press by invitation. Florell Publ.: Mr. Frederick, PL. 5-0895. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Beginning Tues., 10/5	FIRST THREE GAMES IN WORLD SERIES TO TAKE PLACE IN NEW YORK		
Wednesday Oct. 6 1:00 P.M. Luncheon	FALL FASHION SHOW LUNCHEON	THE TAILORED WOMAN (742 FIFTH AVENUE)	WALDORF ASTORIA HOTEL SERT ROOM
	Open to public. Luncheon, a la carte. Press by invitation. Tailored Woman Publ.:Belle Gillis, PL. 5-2500. Waldorf: Ted Saucier, EL. 5-3000.		
Wednesday Oct. 6- Oct. 31	RODEO	MADISON SQUARE GARDEN	8TH AVE. AT 50TH STREET
	18th Annual World's Championship Rodeo. $82,080 prize money! Guest star: Roy Rogers, hero of Western films. Publicity: Miss Jenkins, CO. 5-6800.		
Thursday Oct. 7 1:00 P.M. Luncheon	UNUSUAL FALL LUNCHEON SHOW	LANG, FASHIONS CARTIER, JEWELS EDMOND, COIFFURES	RITZ CARLTON HOTEL OVAL ROOM
	This is a special coordination of de luxe fashions and jewels and hair styles inspired by M.G.M.'s production of "DuBarry Was A Lady." Luncheon, a la carte. Press by invitation. Lang Publicity: Viola Shefer, PL. 3-2117; Cartier: Pierre Claudel, PL. 3-0111; Ritz Carlton: Marion Morrison, PL. 3-4600.		
Monday Oct. 11 1:00 P.M. Luncheon	FALL FASHION LUNCHEON	MIMI TUTHILL (50 E. 50TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
	Open to public. Luncheons from $1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.		
Beginning Monday Oct. 11	SPORTSWEAR GUILD SPRING SHOWINGS	NINE MEMBERS	VARIOUS SHOWROOMS
	Sportswear fashions exhibited during the week beginning October 11th will be the only collection shown during the entire Spring season. Due to shortage of materials and uncertain deliveries, this date has been advanced a month ahead of last year. Individual opening dates will be listed as soon as they are set. Members of Sportswear Guild:		
	ADLER & ADLER 550 7TH AVE.	MUTUAL ROSENBLUM 498 7TH AVE.	
	DAVIDOW " " "	CHARLES W. NUDELMAN 550 " "	
	D.M. GOODSTEIN " " "	ZOLTAN ROSENBERG " " "	
	KANE-WEILL 498 " "	SPORT-CRAFT INC. " " "	
	STAR-MAID 498 7TH AVE.		
Oct. 11- Oct. 20	JAMAICA FALL RACE MEET	METROPOLITAN JOCKEY CLUB	JAMAICA LONG ISLAND
Tuesday Oct. 12 1:00 P.M. Luncheon	FALL STYLE SHOW	JONAI INC. (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, a la carte. Press by invitation. Jonai Publicity: Mr. Nathan, PL. 5-5430. Ritz Publicity: Marion Morrison, PL. 3-4600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Oct. 12- Oct. 16	KINGS COUNTY VICTORY FAIR	ABRAHAM & STRAUS, BROOKLYN	420 FULTON STREET 7TH FLOOR, EAST

Abraham & Straus in cooperation with the New York State Emergency Food Commission, Brooklyn Chapter of American Red Cross, The New York Victory Garden Council, and the Brooklyn C.D.V.O. is staging a big home war work competition. Residents of Kings County will exhibit their Victory Garden vegetables, canned goods, baked goods, and handicraft. Prizes will be War Stamps and War Bonds for best entries. There will be big events every day, music, information and fun galore! Public invited. For more information, Publicity: Emily Adamson, TR. 5-7200.

Thursday Oct. 14 1:00 P.M. Luncheon	LUNCHEON SHOWING OF FUR FASHIONS	ALFRED RAINER (17 E. 55TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

Beautiful new fur originations for Fall and Winter will be shown to the public by Mr. Rainer, who has already set many fur trends in this country in the short time he has been here. Luncheon, $2. Press by invitation. Rainer Publicity: Viola Shefer, PL. 3-2117. Ritz Publicity: Marion Morrison, PL. 3-4600.

Sunday Oct. 17- Oct. 20	12TH NATIONAL SHOE EXPOSITION	SHOE MANUFACTURERS	NEW YORKER HOTEL 8TH AVE. AT 34TH STREET

The 12th annual Spring Opening for shoe manufacturers' lines will be held at New Yorker Hotel, October 17, 18, 19, 20th, under the management of Mr. E. A. Richardson of Boston. This will be the only large-size shoe exposition in the East for Spring buying. Contact: E. A. Richardson or Mr. Shaffer, Front Office Manager, ME. 3-1000.

Monday Oct. 18 1:00 P.M.	FALL COLLECTION OF ORIGINAL MODELS	HELEN DE HUENE (21 E. 57TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

Open to public. Luncheons from $1.85. Press by invitation. Fashion Show Publicity: Mary Alice Rice, PL. 3-4500.

Beginning Monday Oct. 18	SPRING FASHION LINES	FASHION ORIGINATORS' GUILD OF AMERICA	VARIOUS SHOWROOMS

The need for time to procure, make and deliver fashions today prompts their earliest possible showing. Hence, Spring lines will be shown early. Individual opening dates will be listed as soon as they are set. Members of Fashion Originators' Guild of America are:

WILLIAM BASS	530 7TH AVE.	JUNIOR LEAGUE	1372 B'WAY
DAVE BELLSEY	512 " "	INTERNAT'L DRESS	1400 B'WAY
ANTHONY BLOTTA	498 " "	KAPLAN & GRABOIS	498 7TH AVE.
CAPRI FROCKS	1372 B'WAY	SAMUEL KASS	" " "
DEITSCH, WERSBA, COPPOLA	512 7TH AVE.	LA RUE DRESSES	550 " "
		MARY LEE	530 " "
ED GERRICK	550 " "	PARNIS-LEVINSON	" " "
FOX BROWNIE	498 " "	BEN REIG	498 " "
A. GOODMAN	530 " "	C.H.D. ROBBINS	525 " "
FRED GREENBERG	550 " "	MARTIN SIMON	498 " "
JOSEPH HALPERT	530 " "	HERBERT SONDHEIM	530 " "
Horwitz & Duberman	498 " "	ZUCKERMAN & KRAUS	512 " "

Tuesday Oct. 19 1:00 P.M. Luncheon	ADVANCE WINTER FUR FASHIONS	ESTHER DOROTHY (78 E. 56TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

The Esther Dorothy furs always make headlines. Open to public. Luncheon, a la carte. Press by invitation. Esther Dorothy Publicity: Eleanor Lambert, PL. 5-8580. Ritz Publicity: Marion Morrison, PL. 3-4600.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Oct. 20-Oct. 22 2:45 & 8:45 P.M.	FASHIONS OF THE TIMES	THE NEW YORK TIMES	TIMES HALL 240 WEST 44TH STREET
	Twice a day for three consecutive days, the N.Y. Times Fashion Department will present "Fashions of The Times" to prove the cooperation of manufacturers and designers with New York retailers. This is the second year this show has been given. The technique of the professional theatre will be used in presentation. Fashion Director is Virginia Pope, N.Y. Times Fashion Editor, aided by Frances Bemis, who will stage the production. Tickets are swiftly sold out at $1.65, so write in at once to Mr. Ivan Veit, N.Y. Times Promotion Department, 229 W. 43rd St., N.Y.C., LA. 4-1000.		
Thursday October 21 1:00 P.M. Luncheon	FALL MILLINERY LUNCHEON SHOW	WALTER FLORELL (29 E. 53RD ST.)	PLAZA HOTEL PERSIAN ROOM
	Public invited. Luncheon, $2.00. Press by invitation only. Florell Publicity: Mr. Frederick, PL. 5-0895. Plaza Publicity: Alma Zaiss, PL. 3-1740.		
Oct. 21-Nov. 3	EMPIRE FALL RACE MEET	EMPIRE CITY RACING ASSOCIATION	JAMAICA RACE TRACK JAMAICA, LONG ISLAND
Monday Oct. 25-Oct. 27 9:00 A.M. On.....	30TH NATIONAL FOREIGN TRADE CONVENTION	NATIONAL FOREIGN TRADE COUNCIL	PENNSYLVANIA HOTEL 7TH AVE. AT 33RD STREET
	Selected speakers will discuss inter-American relations and those with the British Commonwealth of Nations, Soviet Russia, and China. Sessions start at 9:00 A.M. and last through after-dinner meetings. More details later. Contact: Mr. Al Crawford, National Foreign Trade Council, WH. 4-5780.		
Tuesday Oct. 26 1:00 P.M. Luncheon	FALL MILLINERY COLLECTION	BRAAGAARD INC. (17 W. 57TH ST.)	RITZ CARLTON HOTEL OVAL ROOM
	Open to public. Luncheon, a la carte. Press by invitation. Braagaard Publ.: Rosemary Sheehan, CO. 5-3147. Ritz Publ.: Marion Morrison, PL. 3-4600.		
Monday Nov. 1-4	ANNUAL NATIONAL SHOE FAIR	NAT'L SHOE RETAILERS ASSN., NAT'L BOOT & SHOE MFRS. ASSN.,	MORRISON HOTEL, MEZZANINE CHICAGO, ILLINOIS
	The OPA in connection with this Annual National Shoe Fair, will stage a four-day clinic for the shoe industry. Harold Quimby of Trade Section, Footwear Rationing Branch, OPA, will conduct. Many government people will be in attendance. All shoe retailers invited.		

OUT-OF-TOWN FASHION MARKET DATES

Oct. 1.....Probably date of Calif. Sportswear Market by Sportswear Makers, Los Angeles.
Oct. 3-8...Spring lines of St. Louis Fashion Creators, Hotel Statler.
Oct. 6-8...Atlanta Shoe Conference, Southeastern Shoe Travelers, Hotel Grady, Atlanta, Ga.
Oct. 11-22..Dallas Fashion and Sportswear Center, Dallas Fashion Association, Baker and Adolphus Hotels.
Oct. 18-19..Planning for Business in Post-War Era, Boston Conference on Retail Distribution, Statler Hotel, Boston, Mass.
Oct. 18-21..Showing of Holiday and Early Spring 1944 Fashions by Women's Apparel Club of New England, Parker House, Boston, Mass.

DATES AHEAD			RED LETTER WEEKS	
Sept. 23	1ST DAY OF AUTUMN	(Thurs.)	Sept. 19-25	NATIONAL DOG WEEK
Sept. 30	1ST DAY: JEWISH NEW YEAR	(Thurs.)*	Oct. 1-11	NATIONAL BRANDS WEEK
Oct. 1	MOVING DAY	(Fri.)	Oct. 2-9	NATIONAL RETAIL FURN. WEEK
Oct. 9	JEWISH DAY OF ATONEMENT	(Sat.)*	Oct. 3-9	FIRE PREVENTION WEEK
Oct. 12	COLUMBUS DAY	(Tues.)	Oct. 3-9	NATIONAL LETTER WRITING WEEK
Oct. 27	NAVY DAY	(Wed.)	Oct. 10-16	NATIONAL BUSINESS WOMEN'S WEEK

*Market closed for practical purposes.

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: "THE SEVENTH VICTIM" (Movie) RIALTO THEATRE, 1481 BROADWAY
Sept. 17 This is a spine-freezing thriller with Kim Hunter, a new movie find, as leading lady. Publicity: Rutgers Neilson, CO. 5-6500.

Sunday.....KATHERINE DUNHAM & COMPANY, PRIMITIVE DANCERS, MARTIN BECK THEATRE, W. 45TH
Sept. 19- This is a dance revue by a highly sophisticated colored troupe. Their scope
Oct. 3 ranges from Haiti to Harlem. Publicity: Gerald Goode, PL. 3-0820.

Tuesday.....PREMIERE: "LAND OF FAME" BELASCO THEATRE, 115 W. 44TH STREET
Sept. 21 This is an Albert Bein and Frederick Fox production with settings and costumes by Frederick Fox. Publicity: Harry Davies, BR. 9-9074.

Wednesday...PREMIERE: "HIT THE ICE" (Movie) CRITERION THEATRE, 1514 BROADWAY
Sept. 22 This is a rollicking Universal comedy vehicle for Abbott & Costello. It includes also Ginny Simms and Patrick Knowles. Costumes by Vera West. Publicity: Al Horwits, CI. 7-7100.

Thursday....PREMIERE: "JOHNNY COMES LATELY" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Sept. 23 This stars James Cagney and is also his first picture under his own production. Released by United Artists. Co-stars Grace George, Marjorie Lord, and others. Publicity: Robbin Harris, BR. 9-7300.

Thursday....PREMIERE: "THE ADVENTURES OF TARTU" (Movie) LOEW'S STATE, B'WAY AT 45TH ST.
Sept. 23 This is an English movie with a war background, distributed by MGM. Its principle players are Robert Donat and Valerie Hobson. Publicity: Lou Smith, BR. 9-7800.

Monday.....FREE MOVIE DAY ALL OVER THE COUNTRY
Sept. 27 Admission to movies on that day will be solely on the basis of a War Bond purchase. This is another of the film industry's contribution to the Third War Loan Drive. MGM Publicity: Lou Smith, BR. 9-7800.

Monday.....PREMIERE: "HAIRPIN HARMONY" NATIONAL THEATRE, 208 W. 41ST ST.
Sept. 27 This is a musical farce by Harold Orlob with 16 girl musicians who play on stage. Cast includes Karen Conrad, Carlyle Blackwell and others. Fashions from Bonwit Teller. Publicity: Arthur Levy, CH. 4-3254.

Wednesday...PREMIERE: "ALL FOR ALL" BIJOU THEATRE, B'WAY AT 45TH ST.
Sept. 29 This is an out and out comedy with Jack Pearl, Flora Campbell, Harry Green and others. Clothes by Mary Lewis, Jay Thorpe and Saks 5th Avenue. Publicity: Karl Bernstein, CI. 6-0427.

Thursday....PREMIERE: "THE NAKED GENIUS" PLYMOUTH THEATRE, 236 W. 45TH ST.
Sept. 30 This is a screaming comedy by Gypsy Rose Lee about a pair of milliners called Fred-Eric. Rex O'Malley and Joan Blondell play the leading roles and John-Frederics, about whom the comedy is said to be written, have designed the hats. Produced by Michael Todd. Costumes by Juliette, Brooks Costume Co. and Wilma Gowns. Publicity: Louis Harmon, CI. 7-4374.

Friday.....PREMIERE: "THANK YOUR LUCKY STARS" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
Oct. 1 This is a big all-star Warner Bros. vehicle with plenty for your money and gowns by Milo Anderson. Publicity: Eva Siegel, CI. 6-1000.

Thursday....PREMIERE: "ONE TOUCH OF VENUS" 44TH STREET THEATRE, B'WAY AT 44TH
Oct. 7 This much-awaited comedy is the Kurt Weill-S.J. Perelman-Ogden Nash musical produced by Cheryl Crawford and John Wilderberg. The cast, a brilliant one, includes Mary Martin, John Boles, Paula Laurence and Kenny Baker. Staging by Elia Kazan. Costumes by Paul du Mont and Kermit Love. Publicity: Jean Dalrymple, MU. 5-3114.

Sunday.....PREMIERE: BALLET THEATRE METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
Oct. 10- The Fall season of Ballet will last four weeks under the usual direction of
Nov. 7 Hurok with new sets and costumes and three brand new ballets: "Mademoiselle Angot," "Fair at Sorochinsk" and also "Tally Ho." The usual favorite performers will appear in the best-liked ballets such as "Slovonika," "Pas de Deux," Romeo and Juliet," "Helen of Troy," "Aleko," and others. Zorina will appear whenever her movie career permits. Publ.: Gerald Goode, PL.3-0820.

COPYRIGHT, 1943, BY FASHION CALENDAR